



The key to productivity
and profitability

Kodak
Unified Workflow Solutions

Kodak Workflow Solutions (continued)

Kodak Unified Workflow Solutions

Unified workflow is about creating a single environment that supports both conventional and digital printing.

Kodak believes that it's also about leveraging your technology investments in a way that maximizes revenue and profitability. A **Kodak Unified Workflow Solution** increases your efficiency and capability, and allows you to offer enhanced services to your clients. It gives you a competitive edge.

Kodak Unified Workflow Solutions integrate four critical components of a print operation—business, production, color, and data. Its true value is realized when business tools integrate with production tools to provide maximum visibility into material usage and process efficiency; color tools integrate with production tools for tight control of color consistency; and data tools integrate with business and production tools for optimized data management, including support of variable and transactional printing.

Unified business

Kodak Business systems encompass the administrative, financial, operational, and strategic aspects of a graphic communications operation. Business workflow is more than back office and reporting tools—it is designed as a strategic platform for your business, allowing you to build an optimized, customer-centered environment.

Kodak EMS Business Software is an MIS that lets you manage the entire range of your presale, sale, production, and post-production activities. It handles everything from requests for quotations and production estimates; to order entry, scheduling, and

production planning; to shipping, billing, and account receivables. It even provides supplier management and inventory control.

Kodak UpFront Production Planning Software helps to increase productivity and decrease costly errors from material waste and labor. It lets you standardize production planning using your best practices so work is efficient and accurate. Support for JDF/CIP3 allows you to dramatically accelerate the setup of bindery and cutting equipment.

Unified production

Production systems process and manage content, and control physical production processes in prepress, printing, and finishing.

Unified production helps ensure integration, automation, and collaboration in both conventional and digital print workflows. Products address a wide spectrum of customer needs, from small, short-run, transactional operations to globally distributed, high-volume print production across market segments.

At the heart of the solution is a **Kodak Prinergy Workflow System** for controlling prepress, plate and/or file production. System capabilities are easily enhanced by adding options for a broad range of tasks, including imposition with **Kodak Preps Software**, production reporting, business system integration, and digital press integration.

A range of print-on-demand software options, such as document mastering software and Web-to-print solutions, provide the flexibility and speed to better accommodate efficient digital

printing. Applications such as the **Kodak Darwin VI Authoring Tool** support variable data printing and provide greater customization.

Unified production also features a suite of integrated portal products that utilize the Internet to enhance collaboration between client and printer for further automation and Web-to-print services. Printers typically offer these tools to customers as value-added services. The **Kodak InSite Prepress Portal System**, **InSite Creative Workflow System**, and **InSite Asset Library** offer a collaborative environment that enables asset management, online job specification, submission, and approvals, with the color-accurate monitor proofing of the **Kodak Matchprint Virtual Technology**. **Kodak PressProof Software** allows printers to extend color-accurate monitor proofing to the pressroom. These tools enhance communication and production efficiency, enabling faster job turnaround times with greater flexibility, color accuracy, communication, and control.

Unified color

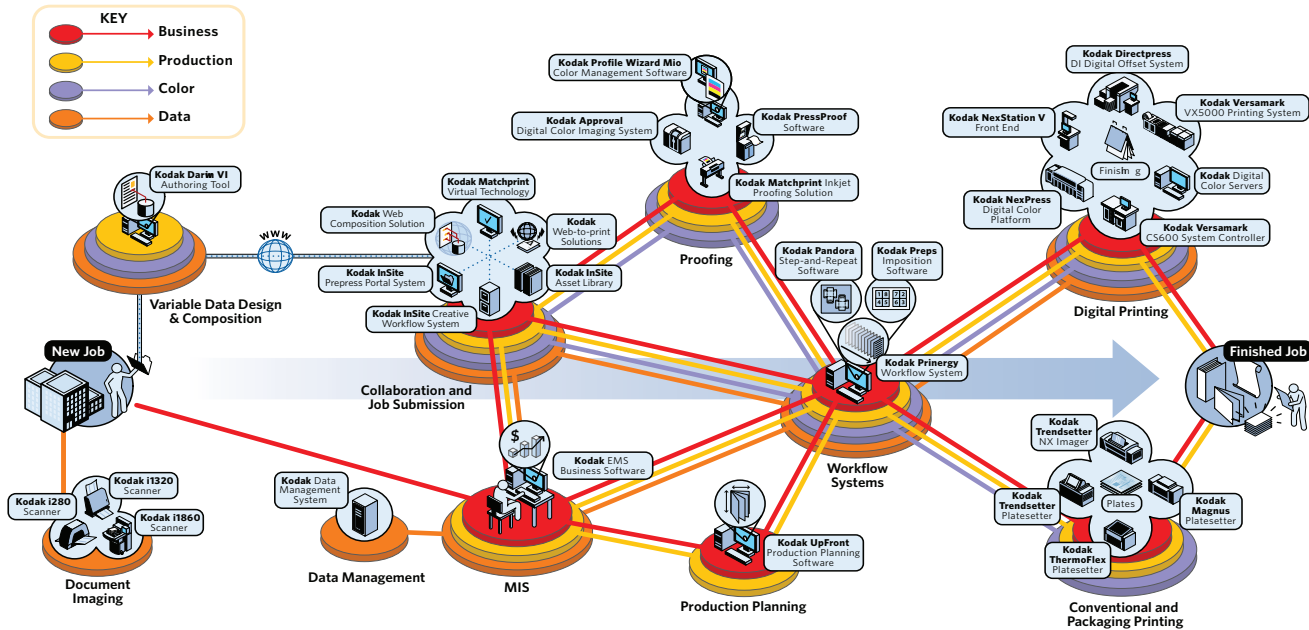
Managing color throughout your workflow can be a complicated task. Ensuring color remains consistent can be even harder. **Kodak ColorFlow Technology** helps you deliver color with confidence by harnessing new color architecture and open industry standards to share color specifications, reproduce consistent color, and help ensure that the intended color was achieved.

ColorFlow Technology helps you communicate, control, and confirm color from concept to delivery by streamlining connectivity, improving predictability, and eliminating errors.

Kodak Unified Workflow Solutions include:

Kodak Approval Halftone Proofer
Kodak Darwin VI Authoring Tools
Kodak EMS Business Software
Kodak InSite Asset Library
Kodak InSite Creative Workflow System
Kodak InSite Prepress Portal System
Kodak Matchprint Inkjet Proofing Solutions
Kodak Matchprint Virtual Technology
Kodak NexPress Digital Color Platform
Kodak NexStation V Front Ends

Kodak Preps Imposition Software
Kodak Prinergy Workflow Systems
Kodak Profile Wizard Mio Color Management Software
Kodak Magnus Platesetters
Kodak ThermoFlex Platesetters
Kodak Trendsetter Platesetters
Kodak UpFront Production Planning Software
Kodak Versamark CS600 System Controllers
Kodak Versamark V Series Printing Systems
Kodak Web-to-print Solutions



ColorFlow Technology products:

- Communicate color requirements up and down the creative/production chain using common terminology and open standards.
- Control color in a manner that allows each step of the operation to deliver the same color, every time .
- Confirm that the color achieved meets requirements by helping ensure that the correct steps have been performed in the correct order with the correct data.

This delivers value to printing operations in many ways. It allows printers to set correct color expectations, reduce prepress labor, minimize mistakes, improve turnaround times, expand geographic reach, track color production performance, and most importantly, confidently produce accurate and consistent color output.

Kodak Workflow Solutions (continued)

Unified data

Data systems include tools for optimizing data management throughout a business operation. These include database-linked applications that allow personalization using business and content data. From data storage and direct mail services, to variable print and transactional printing, data is playing an increasingly important role in the effectiveness of communication.

Kodak Unified Workflow Solutions and open standards

Kodak is committed to the use of open standards and is an active

member of a number of industry bodies that define and promote open standards. Kodak chairs the ICC, the International Color Consortium. Kodak is a full member of the CIP4 working groups that are developing the JDF standard and the related ICS (Interoperability Conformance Specifications), the Committee for Graphic Arts Technologies Standards (CGATS), and the Ghent PDF Workgroup (GWG). Kodak also supports the **Networked Graphic Production** Initiative and is committed to delivering cross-vendor, integrated solutions that connect and automate the entire print production process.

Increase your profit potential with a Kodak Unified Workflow Solution

Through integrated business, production, color, and data management, enhanced customer collaboration and intelligent process automation, a **Kodak** Unified Workflow Solution expands your capabilities. It provides the flexibility and control you need to easily and profitably implement the custom solutions that your clients demand. It also creates a foundation for sales growth by providing the tools you need to differentiate your business and deliver greater value to your clients.

Five characteristics of Kodak Unified Workflow Solutions:

Intelligently automated. Creating an efficient platform for growth, and reducing intervention, waste, and errors.

Complete. Encompassing the needs of all printing techniques, technologies, and value-added services.

Open. Using industry standards like JDF and PDF, and fully supporting CIP4 and the **Networked Graphic Production** Partnership.

Modular. Providing the entire system or part of the system to best fit your needs.

Expandable. Providing scalable systems that are built with the features to help grow capability and revenue.



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